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U.S. Professional Development Institute

1620 Elton Road, Silver Spring, MD 20903 • 301/434-1370

Executive Registry

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Dear Federal Executive:

The management improvement objectives of Reform '88 are now a part of governmentwide policies and practices. The challenge now is to develop workable procedures to fully integrate Reform '88 objectives into your agency's daily operational environment.

How this can be smoothly and efficiently accomplished is the objective of the national conference — Beyond Reform '88:

Management Improvement in the Federal Government. Three days of informative sessions exploring these critical issues are scheduled for October 16-18 in Washington, D.C.

The keynote address will be delivered by Frank C. Carlucci, Chairman and Chief Executive Officer of Sears World Trade, Inc. and former Deputy Secretary of Defense. His topic will be "Management in Government - Challenges and Opportunities." Dr. Ralph C. Bledsoe, Special Assistant to the President for Policy Development will address the issue of "Leadership in Reform '88."

Reform '88 is entering a new phase. This conference examines the practical issues involved as Reform '88 moves from administrative systems and policies to new concerns for productivity, cross-servicing, and information sharing.

Please take the time to examine the enclosed brochure to see how this important conference can help you and your agency meet the new management improvement challenges of integrating Reform '88 into your agency environment. Extra brochures have been included for other members of your staff involved in your essential management improvement efforts.

Sincerely,

Peter Zukerman Program Director

Enclosures